

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): Jack K. Zhang et al.

Appl. No.: 10/800,884

Filed: March 15, 2004

Title: METHODS AND SYSTEMS FOR MAPPING LOCATIONS OF WIRELESS  
TRANSMITTERS FOR USE IN GATHERING MARKET RESEARCH DATA

Art Unit: 2617

Examiner: CongVan Tran

Docket No.: 339198-00065

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE PURSUANT TO 37 C.F.R. §1.111**

Sir:

In response to the Office Action dated November 6, 2007 Applicants present the following amendments and respond as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 6 of this paper.